MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/ 2022

BMK2144 – INTEGRATED MARKETING COMMUNICATION

(All sections / Groups)

9 August 2022
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (including cover page) with 4 Questions only.
2. Answer **ALL** the questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer all the questions (100 marks)

QUESTION 1

Positioning is the art and science of fitting the product or service to one or more segments of the broad market in such a way as to set it meaningfully apart from the competition. Discuss any FIVE approaches of positioning with examples.

(Total 25 marks)

QUESTION 2

(a) Discuss the role of music in advertising. Find an example of a television commercial that is using a song and discuss the role the music plays in delivering the message. (10 marks)

(b) Explain the concept of transformational advertising. Find an example of a company that is using transformational ads and discuss how the ads might enhance the experience of using the product or service. (15 marks)

(Total 25 marks)

QUESTION 3

(a) There are a variety of criteria that might be used as dependent variables in the measurement of the public relation program. Discuss FOUR types of methods that might be employed to measure the effectiveness of public relations. (10 marks)

(b) What is the difference between a consumer-franchise-building and non-franchise-building promotion? Find an example of a promotional offer that contributes to the equity of a brand and explain how it does so. (15 marks)

(Total 25 marks)

QUESTION 4

Direct marketing has been an effective tool for marketers for a long time. Provide FOUR reasons why direct marketing has been so effective. Do you think this trend will continue?

(Total 25 marks)

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